

October 30, 2003
Roadmap to the Future Public Forum
at La Mirada Desert Center

- Need solid intergovernmental relationships, especially with the Salt River Pima-Maricopa Indian Community.
- I find it difficult to distinguish between the City Council's Mission and Goal and this proposed vision and strategies. How do they relate and connect with each other?
- We need to define what the character of Scottsdale is before we preserve it.
- Is City striving to build a satellite ASU campus? If so, where would it go?
- SCC-ASU asset also important. Something to build on.
- What "hat" is Scottsdale going to wear- a cowboy hat, baseball hat, or both?
- World Class educational opportunities-- this is something we have little control over. Scottsdale has 5 districts. Trying to improve education would be helpful, but how can and will the city be able to reach this goal without having control/responsibility over those systems?
- People who move here have no idea that schools are separate jurisdictions than city government. They don't know that just because you live in Scottsdale doesn't mean you go to Scottsdale Unified School District schools.
- Seems to be a great deal of civic polarization in Scottsdale. How can we improve this trend, i.e. get to the point where people agree to disagree with each other, and that's okay.
- We do a lot of studies well in Scottsdale. We fall short on implementation and execution. How will you ensure results, action and outcomes?
- State has created a very competitive system in some cases (like school district). Vision needs to go toward creating a niche for future, then be at the table to change policy.
- An argumentative nature of Scottsdale has been created because we no have a shared vision.
- This strategic plan is good, but general. Many other cities striving for similar goals. Key to our future is our school systems. Need a shared vision for downtown then implement that vision.

- How will we pay for all infrastructure we need? Competition with other cities comes into play as we compete for dollars.
- The strategies feel more like sub goals. It is hard to react until you tell us “how” you will accomplish these strategies. What is process to define the “hows.”
- What is the community’s role in all of this? This plan feels inwardly focused. The City can’t do everything. Citizens and other business, non-profit need to assist.
- Scottsdale is an opportunistic city. What we haven’t had, is agreement between City Council and staff. One strategy needs to be that new City Council members need to buy into vision and strategy. This is the only way to make progress.
- I moved here from Silicom Valley 3 years ago. I’ve lived in 7 different cities. Your city hall is by far the most helpful and responsive. I’ve always gotten 200% response from staff.
- If you talk about schools-we’re good or not good compared to what? It is up to the community to improve schools. People are busy today. Some won’t help schools because they have no school-aged children. We need to find out what people are willing to pay into schools before we criticize current school administrative and structure.
- Given we are approaching build out, should be more emphasis on regenerating what Scottsdale is. Biotech makes sense, will add value. This needs more emphasis in your plan.
- What does it look like to create a world-class transportation system for Scottsdale? How will it add/connect to global economy?
- How can we ensure we are a business friendly community? We need to make sure people who want to invest and develop here can do so with ease.
- Agree with need to help business. But need to balance with quality of life issues. Hard to stay in front of declining quality of life.
- Until we cap growth in the north, there is no large incentive for developers to invest in southern area development and infill.
- Access and amenities and people are what will make downtown work. Access is the piece that seems to be missing. Parking also important. Interesting amenities important too. Need reasons for bringing people downtown.
- Airpark is one of our greatest resources.

- Is high percentage of 2nd homes in Scottsdale a detriment to voting, shaping, policy, etc.? (Impact civic involvement?)
- In order to bring a high tech company here-you have to have knowledge workers. Companies develop around major universities and grad students and having access to that worker base.
- Did you hear anything different in last 2 nights of meeting? Maybe citizens are more in agreement than what is represented “out there.”
- Redistricting Council is a bad idea. City Council would be more focused internally than community wide.
- Scottsdale is a World Class place to visit. Events are the attraction. Need to continue building on that strength.
- FBR open “in Scottsdale” is a national visibility opportunity.
- I see serious flaws in our attention to quality of life. Hayden Road, lots of garbage, 74 mph on a 30 mph street. Rawhide noise can be heard 4 miles away. We are surrendering our quality of life. The next thing we will surrender is parking, etc.
- Rawhide and airpark have been there for decades before neighborhoods were there. Rawhide provides character for Scottsdale.
- Preserve that sunset. Buy land in Phoenix to preserve views, sunsets.
- We cannot strive boldly into the future without disruption to our status quo. And explicitly we cannot attract and retain the best and the brightest until Scottsdale is an integral part of the information age. Cell phones should work well, everywhere. Very high speed 2 way digital communication and services should be commonplace, everywhere. The digital infrastructure must be extended throughout Scottsdale.
- Link Council goals with staff vision and strategies. Focus on distinctive urban amenities. Explain process, i.e. how we get from strategy to action plans. It is important to value experienced staff input and to agree on a vision and strategies for implementation.
- How does this get to an “execution strategy”? What are the roles and responsibilities of other constituents, business, school, community citizens, the arts? This should be about Scottsdale not just Scottsdale city government. Plans for schools, business, neighborhoods, arts and culture and government. Too inwardly focused.
- The goal was very clear. This is phase I and you are in the early stages info input. You kept it broad in order to get the most input. Citizens of Scottsdale are serious in

wanting to maintain a unique existence with both the attraction of high quality business while maintaining a high quality of life. Don't substitute one for the other.

- Methods of achieving goals. Scottsdale school district should be aligned with the city and all children in city should attend Scottsdale schools. Making citizens aware of good things happening in city, not just controversy. Unify -- don't fight so much.
- Place greater emphasis on recruiting ASU facilities into Scottsdale and biotech firms, research facilities.
- Please explain how the comments/suggestions will be tabulated and summarized for the final report. Thank you for the series of opportunities throughout our city to learn and express our views. Until the new growth is finally capped in the north of our fire city, there will be little business incentive to re-invest in more mature areas. We sincerely need to protect the rare natural areas of our city. This would include scenic corridors and the remaining 16,600-acre preserve.
- Define Scottsdale's "sense of place." Develop a city that retains its "charm." We are becoming just another "suburb" of Phoenix. Make the "west" in the west's most western town" real. Embrace the equestrian roots. Preserve our past so we can sustain our future.
- I believe most of what needed clarification was accomplished through the discussion after the presentation. You have a clear, specific vision that can be embraced and acted upon by all members of the community. Need a neighborhood focus, including residential along with needed neighborhood retail centers. No more studies, no more committees continue this interaction with the community, make a decision ! And move forward with implementation.
- Where does Scottsdale fit into valley, state and nation? I see Scottsdale as a world-class tourist and event destination. That wasn't mentioned.
- I did not see anything regarding redeveloping our mature neighborhoods (possibly creating historical district) and also improving the Council's image with those of us who live in south Scottsdale. As a long-time resident of south Scottsdale, I would like to see the redevelopment of this area as a priority even as its own action item. We have been ignored for too long. Please, please, please do not ignore our needs! I am proud of where I live but I honestly believe the Council could care less about my neighborhood. Not one of them lives anywhere near me! My neighborhood is attractive, well maintained, and full of good, successful people who could live anywhere. We live in south Scottsdale because of the incredible location as far as getting anywhere in the valley. Time to stop putting in 99-cent stores and give us something decent to support! I don't shop at those, but I do like Trader Joe's and Steinmart. Get us some better retail! Improve our image and the city's image will follow!

- Without numerical goals, a plan (strategic or operating) is destined to end up as "motherhood." Without them, there is no consistent way to guide and give direction to annual operating plans in terms of meeting long-term objectives. Virtually all goals can be quantified, in different terms perhaps, but quantified nonetheless. This effort will fail unless specific numerical, quantified goals are established.
- Move away from over dependence on tourism dollars.